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FACTORS WITH STRONGEST CONTRIBUTION TO EXPLAINING CONSUMERS' SEARCH INTENTION AS A DEPENDENT VARIABLE



GRIN Verlag GmbH Sep 2014, 2014. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: B, The University of Chicago, language: English, abstract: The findings of the study are well consistent with close-cut studies of other companies offering hospitality services online. According to Harcar and Yucelt (2012), perceived convenience ranked...

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- Released at 2014



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